

Wayne C. Neely  
Hood College,  
Fredrick, Maryland.



THE TIME TO DEHORN IS BEFORE  
THE CALF IS BORN



MANITOBA SHORTHORN BREEDERS  
(Polled and Horned)

TWELFTH ANNUAL

# Opportunity Sale and Show

OF THE

"BREED WITH THE GREATEST FUTURE"

PROVINCIAL EXHIBITION GROUNDS — BRANDON, MAN.

## Friday, October 23rd, 1970

Show at 10:00 a.m.

Sale at 1:00 p.m.

DAYLIGHT SAVING TIME







CATALOGUE

MANITOBA and SASKATCHEWAN  
POLLED AND HORNED SHORTHORN BREEDERS

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## LIST OF CONSIGNORS

Keith J. C. Croy, Stonewall, Man.—Lots 5-25.  
Val Kjernisted, Stonewall, Man.—Lots 6-26-36-39  
Croy & Kjernisted, Stonewall, Man.—Lots 13-37.  
C. S. & R. Thomas, Hartney, Man.—Lots 16-20-23.  
E. H. Esau, Elm Creek, Man.—Lots 14-31-33-35.  
George Cooper & Sons, West Bend, Sask.—Lots 4-17.  
Morris Senkiw, Cromer, Man.—Lot 28.  
Gordon Bros., Souris, Man.—Lots 3-7-21-22-29-30.  
Zepick Bros., Kipling, Sask.—Lots 10-18-19-34-38.  
L. M. Hatch, Oak Lake, Man.—Lots 2-12-15-32.  
Lorne Edmondson, Oakville, Man.—Lots 1-11-24-27.  
R. J. Draper & Sons, Elgin, Man.—Lot 8.

## AWARDS

### GRAND CHAMPION BULL

Trophy donated by Canadian Imperial Bank of Commerce

### GRAND CHAMPION FEMALE

Trophy donated by National Grain Company, Brandon



## SALE MANAGERS' FOREWORD

It is our pleasure once again to invite your attendance and welcome you to our twelfth annual Manitoba Polled Shorthorn Breeders' Show and Sale.

Through the efforts of many astute and far-sighted breeders, Manitoba in the past few years has rapidly assumed leadership in the production of the type of Shorthorn cattle sought after by breeders, polled and horned, from every corner of the North American continent. Demand this year for both polled males and females has been most gratifying.

The majority of female entries could have been sold, but because the contributors desire that this sale continue to offer the type of cattle that will attract the most discriminating buyers, they have been retained to be sold at this sale. We offer them with confidence.

The number of young bulls is limited, but among them you may find the herd bull you have been looking for.

We invite your attendance at the banquet preceding the sale to be held the night before at the North Hill Motel. Come early, inspect the cattle and enjoy an evening of good food and drink in the company of some of the most enthusiastic breeders of Polled Shorthorns you will find anywhere.

Pre-sale telephone or mail bids will be accepted and forwarded to our sales representatives. We welcome your enquiries and will be only too pleased to help you in any way regarding our sale.

**VAL KJERNISTED**

Phone 467-2764

Stonewall, Man.

**KEITH CROY**

Phone 467-5623

Stonewall, Man.

**LLOYD HATCH**

Phone 303-5

Oak Lake, Man.

**BANQUET—THURSDAY, OCT. 22nd at 7:00 o'clock**  
**North Hill Motel. Plan to attend.**

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**LUNCH SERVED THROUGHOUT THE SHOW**  
**AND SALE, FRIDAY, OCT. 23rd,**  
**BY SHORTHORN LASSIES.**





Manitoba Shorthorn  
Breeder

HONORED

AS

"BUILDER OF  
THE BREED"

Shorthorn World  
August 15, 1970, issue

Our sincere  
congratulations to  
Bob Gordon  
Kinnaber Polled  
Shorthorns, Souris.

MANITOBA SHORTHORN BREEDERS

## Manitoba Shorthorn Breeders (Polled and Horned) PRESIDENT'S COMMENTS

It is an honour to invite your participation in our annual Polled Shorthorn Sale, sponsored by our Manitoba and Saskatchewan Breeders. Through their united effort in breeding functional, profitable, growthy cattle, they have won the respect of the entire beef industry. It is an opportunity to improve our herds, when we can purchase the results of their breeding programs, as offered in this sale.

In recent years we have heard of various tools available to the livestock breeder to make genetic improvement in his herd. But there is really only one way to make genetic improvement in a herd, and that is through selection. The key to selection is animal evaluation, and the depth of breeding behind that animal for those characteristics which we require.

I feel that the herds which are supporting this annual sale have this depth of breeding in the characteristics, which modern breeders demand. I challenge all breeders to come and see these sale animals, and where possible, to inspect the herds where they originated.

R. M. THOMAS,

President, Manitoba Shorthorn Breeders.



## GENERAL INFORMATION

### TIME AND LOCATION:

The show will be held at 10 a.m., and the sale starts at 1 p.m. daylight saving time, at Provincial Exhibition Grounds, Brandon, on Friday, Oct. 23, 1970. Brandon is situated on the Trans-Canada Highway No. 1 and No. 10, 40 miles north of the U.S. border.

### ACCOMMODATION:

There are many excellent hotels and motels in Brandon. If you require accommodation contact either of the Sale Managers for your requirements, they will be glad to look after all details for you.

### TRANSPORTATION:

Brandon is on the mainline of the C.N.R. and the C.P.R. and is on the Trans-Canada Highway with excellent bus service. Winnipeg has excellent air service and is only 135 miles from Brandon. If you require transportation to Brandon from Winnipeg call either one of the Sale Managers.

### REPRESENTATIVES:

Ab. Stoltz, Secretary, Canadian Shorthorn Association, Gummer Building, Guelph, Ontario.

George MacArthur, Manager, Provincial Exhibition, Brandon.  
Phone 728-1925.

R. E. Forbes, Manitoba Department of Agriculture, Extension, Centre, Brandon. Phones: 727-2587 or 728-5724.

Those wishing to send mail bids can send to any of the above. They will accept bids or provide any information re the sale required.

### INSURANCE:

Insurance will be available for all animals at the sale.

### JUDGE:

We are pleased to have Gary Latimer of Remitall Cattle Co., judge our show this year. Gary has been working with, and showing cattle since he could walk, and travels many miles each year with the Remitall Shorthorns and Herefords on the show road. He plays a big part at Remitall, along with all the other Latimers, in maintaining one of the best Shorthorn herds (now turning to an all Polled program) and a large Polled Hereford herd which are among the best on the continent.

**J. R. ((JOCK) BLACKLOCK, Auctioneer, Saskatoon, Sask.**

**Veterinarian, DR. HUGH BEST, Brandon, Man.**



## TERMS AND CONDITIONS

- 1—Each animal will be sold to the highest bidder.
- 2—The auctioneer in charge will settle any disputes as to bids and his decision on such matters shall be final.
- 3—Terms of sale are cash.
- 4—Each animal will be at purchaser's risk as soon as sold, but will not be delivered until settlement has been made. Every precaution will be taken, however, they will be at purchaser's risk of loss or injury.
- 5—A certificate of registration will be transferred to the buyer for each animal sold, including calves at foot.
- 6—Any changes from breeding dates in the catalogue will be announced from auction box and these will take precedence.
- 7—All persons who attend the sale, do so at their own risk, and neither the owner nor sale managers assumes any liability, legal or otherwise, for any accidents which may occur, or the behaviour of the animals.
- 8—Reliable truckers will be available and we will make arrangements for shipping your cattle, at your request.
- 9—All animals originate from T.B. and Bangs free areas, and are eligible to go anywhere in Canada. Every co-operation will be given to hold animals for the necessary tests to be eligible for export to U.S. A Federal veterinarian will be in attendance and will gladly discuss all health standards with you.
- 10—All animals guaranteed breeders. A bull should not be allowed to serve when under fourteen months of age or be allowed to run with the herd when under twenty months of age. In the event of an animal proving to be a non-breeder or of a female breaking service date, if a satisfactory settlement cannot be reached with the consignor, the purchaser must file protest and proof in writing to the Secretary of the Manitoba Polled Club; such protest must be accompanied by a deposit of \$25.00. If on inspection by a veterinarian appointed by the Manitoba Polled Club the protest is allowed and the animal declared a non-breeder the \$25.00 deposit will be refunded to the purchaser, and the consignor will be required to pay costs in connection with the veterinarian inspection re the animal. If, however, the animal proves to be satisfactory and is declared sound by the veterinarian, the buyer must assume the cost of the veterinarian's inspection. If the protest is allowed the non-breeding animal again becomes the property of the seller who shall:  
Replace the animal immediately with one of approximately equal age, quality and breeding acceptable to the buyer. If the seller does not have the above animal available he must refund 90% of the purchase price of the animal to the purchaser. Return transportation charges to be paid by the seller, no charge for feed or maintenance shall be made by the purchaser.



## AUCTIONEER'S COMMENTS

Polled cattle have always appealed to me. I think that is a practical step that breeders can take to provide their commercial customers with an animal that has one less operation to be performed—that of dehorning. It is a troublesome job whether it is done with caustic as a calf or with dehorners when they grow up. The Polled factor is a utility feature and this has been well borne out by the keen demand enjoyed by Polled cattle at our sales.

What has troubled me in the past was that some inferior Polled cattle have sold at premium prices. I felt that quality should not be allowed to slip just because an animal was Polled. However, the demand was there, people wanted them Polled and they sold high.

That is not a worry now. The average quality of Polled Shorthorns in Western Canada equals or exceeds any beef animal. Polled Shorthorn breeders have taken the lead in producing the bigger, longer and better muscled cattle with "elevation" that are required today. The Shorthorn International Spotlight Show held in Regina indicated what can be expected from Polled Shorthorns. In open competition they won both Grand and Reserve Male and Female and all the group classes. All of these winners came from Western Canada herds and were of bloodlines that have been, and are, well represented in this Opportunity Polled Shorthorn Sale. In addition, recent Polled Shorthorn sales held in Manitoba have included animals that have gained International recognition by topping shows in United States. American breeders are looking for our kind of cattle to fill today's needs. We are the seed stock source of the continent.

This is why Polled Shorthorns appeal to me. This sale features the best of Polled Shorthorns that are obtainable today. Invest in the "Breed with the Greatest Future" by meeting me in Brandon on Friday, October 23rd.

—J. R. (JOCK) BLACKLOCK.



## Original Oil Painting

### "PASTORAL SHORTHORN SCENE"

To our knowledge for the first time at any Shorthorn Sale in Canada, the Manitoba Polled Shorthorn Breeders are offering as a sale attraction and sale opener, Shorthorns produced by the skilled hands of a native son and senior Polled Shorthorn breeder, E. R. (Ren) James of Grosse Isle, Manitoba.

His skill with brush and easel and his love of the Reds, Whites and Roans can be seen illustrated in a reproduction of a painting depicted on the cover of the February 1970 issue of the "Shorthorn News" and on page 277 of the 1969 "Herd Bull Number" of the Shorthorn World.

An original oil painting (32" by 48") depicting a "Pastoral Shorthorn Scene" will be offered by auction to open the Manitoba Polled Shorthorn Breeders' Sale.

Here is a golden opportunity to buy and own an original oil painting of the cattle we most admire, done by one of our fellow breeders of Polled Shorthorn. Don't overlook this opportunity to acquire a "Shorthorn original."



## CLASS 1—BULL BORN IN 1968

Consignor: LORNE EDMONDSON, Oakville, Man.

### LOT 1—Bromelee Perfect 27th, X-427474

Male

Tattoo UFP 38Z — Red — Born July 6, 1968 — Bred by Lorne Edmondson

Bromelee Perfect 15th, X-413216	Thomas Perfect 60N, X-381105
	Oakville Red S.L. Doris, X-510716
Oakville T.P. Belle, X-541589	Thomas Perfect 60N, X-381105
	Oakville Flora Belle, X-397830

This is a half brother to 10 calves I had at the Douglas Test Station of which eight made the sale. Two half sisters went to Hart Farms, Texas; three to Keith Legg, Wilmar, Sask. and 12 to Harvey Fulton at Birtle. Would like to keep one-third interest in this bull.

Consignor: LLOYD M. HATCH, Oak Lake, Man.

### LOT 2—Pleasant Dawn Miracle, X-425895

Male

Tattoo ILU 14Z — Red — Born August 25, 1968 — Bred by Lloyd M. Hatch

Pleasant Dawn Approval, X-416489	Pleasant Dawn Seal 2nd, X-398754
	Apsi Lady Gretchen A, X-549023
Pleasant Dawn Gertie 5th, X-558871	Hi-Way Royal Oak, X-375109
	Pleasant Dawn Gertie, X-431662

This dark red son of Approval is a proven breeder. Is a direct decendent from our first polled cows, purchased in 1942. Should be a 100% dehorner. Raised on pasture with a herd of young bulls. He is a half brother to the Supreme Champion Shorthorn at the Manitoba Centennial Show, July 1970.

## CLASS 2—BULL BORN JAN. 1 - JUNE 30, 1969

Consignor: KINNABER STOCK FARM (Gordon Bros.), Souris, Man.

### LOT 3—Green Bluff Leader 12th, X-428215

Male

Tattoo SKP 15A — Red — Born March 30, 1969 — Bred by W. K. Legge

Kinnaber Leader 3rd, X-414269	TPS Coronet Leader 21st, X-406273
	P. H. Augusta 2nd, X-543917
Green Bluff Maggie, 476238	Kenridge Chief, 332297
	Brawith Mollie, 390290

Here is a breeder's bull sired by "George the Giant" Kinnaber Leader 3rdx. His full brother was one of our tops in the 1969 Stanford Sale going to Martin Nold, who has a great set of calves by him, before he then sold to the Seelys in Iowa. His dam is a fine big breed cow that always has a good one. "George the Giant" is a very consistent breeder of cattle with extra size and length, as indicated by his daughter, Greed Bluff Lady 4thx, the Senior Champion at many leading U.S. shows in 1969-1970, and also the biggest female for her age at these shows. His son, Green Bluff Leader 15thx, sold to Robert Ingersoll, California, and a bull who stood near the top of his class at all major 1970 Canadian shows in one of the strongest classes of bulls

—Continued on Page 10





### KINNABER MR. THIEMAN

Kinnaber Mr. Thieman-x is the results of Kinnaber planned breeding program to produce good, big, cattle with that extra size and still retain thickness and natural muscling. Breeding cattle is a slow business so we must move fast to keep ahead of the times. You can't buy the same type of herd sire year after year and meet the demands of the cattle industry as the pure-bred breeder must. Kinnaber never tolerated small cattle. As a breeder you must realize there are some cattle that just won't work and will not only plague you but your customers.

Kinnaber was quick to chuck these kind out, and never fall in love with their own breeding program and is continually looking over the fence at other breeds' progress.

That's a few of the simple reasons why all over America Kinnaber bred cattle are giving their new owners such a big lift in breeding cattle that are ready for the times to meet the competition from the other breeds including the new exotic breeds.

The herd sires Kinnaber uses today must produce cattle demanded in 1974. Kinnaber has selected their sires with that in mind by consulting experts who work closely with the demands of the beef market.

VISIT US DURING THE SALE  
We think you'll like what you see.

## ***Kinnaber Polled Shorthorns***

GORDON BROS., Souris, Man.

Phone 813-2 or 812-31



ever shown at Canadian shows in recent years. "George the Giant" also sired "Kinnaber Winner", a female to watch in the Hart Farms show herd in 1970, as well as many other good cattle. Give this bull your closest attention he could solve your herd bull problem. A half brother sired by "George the Giant" and of very similar type to Leader 12thx started his show career by being made Grand Champion at the 1970 Ohio State Fair.

Consignor: GEORGE COOPER & SONS, West Bend, Sask.  
**LOT 4—Silverleigh Ronald 10th, 429873** **Male**  
 Tattoo BAR 19A — Red — Born April 1, 1969 — Bred by George Cooper & Sons

Pleasant Dawn Royal Ronald	Hi-Way Frontier X
	Pleasant Dawn Pansy 2nd
Silverleigh Unity	Remitall Galahad
	Silverleigh Silver

Station tested at Saskatoon: Adjusted 205 day weight 539; adjusted 365 day, 995; adjusted 365 day index 100. Actual weight at end of test 1037 pounds.

Consignor: KEITH CORY and VAL KJERNISTED, Stonewall, Man.  
**LOT 5—Good Hope Leader, X-428925** **Male**  
 Tattoo KCC 34A — Roan — Born April 5, 1969 — Bred by Wilbur Schrader N.D.

TPS Coronet Leader 61st, X-424878	Coronet Max Leader, X-410275
Dark Roan, L. W. Thieman	Roan, L. W. Thieman
	Rosewood Coronita 56th, 3115123
	Red, L. W. Thieman
Lily Rose, X-588119	Hi-Way President, X2916512
Roan, W. S. Schrader	Red, Walter H. Larson
	Hi-Way Beauty Lily C, X-2974071
	Dark Roan, Walter H. Larson

Here is a bull with lots of stretch, smoothness and shows promise of growing into a big bull. He could be 100% dehorner. Wilbur Schrader considered his dam as one of the top producing cows in his herd. Look this bull over.

Consignor: VAL KJERNISTED and KEITH CROY, Stonewall, Man.  
**LOT 6—Stone-Oak Mr. Schrader, X-428743** **Male**  
 Tattoo AFAJ 9A — Red — Born April 7, 1969 — Bred by Wilbur Schrader, N.D.

TPS Coronet Leader 61st, X424878	Coronet Max Leader, X-410275
Dark Roan, L. W. Thieman	Roan, L. W. Thieman
	Rosewood Coronita 56th, 3115123
	Red, L. W. Thieman
Myrtle Goldie, X-587860	Hi-Way President, X-402540
Dark Roan, W. S. Schrader	Red, W. H. Larson
	Hi-Way Goldie, X-2850721
	Roan, W. H. Larson

This young bull has to be one of the top prospects sired by Leader 61st. We all know the success enjoyed by Wilbur Schrader at the Carrington, N.D., polled sales with the progeny of Leader 61st. Here is your first opportunity to buy in a Canadian sale a Leader 61st son with an abundance of muscle and grow ability and could be a 100% dehorner. A real prospect.



# SILVERLEIGH FARMS

R.O.P. SINCE 1957

For years our cattle have been bred for size, muscling,  
sound feet and legs and the ability to move.

HERD SIRE:

PLEASANT DAWN ROYAL RONALD x  
by Hi-Way Frontier x — Bred by Lloyd Hatch & Sons

JUNIOR SIRE:

BUTTE LEE APACHE 13th x  
by Kodiak 2nd x — Bred by Edgar Philpott  
he gained 3.40 lbs. - Indexed 113 against all breeds  
at Saskatoon, 1969-70

## George Cooper & Sons

WEST BEND, SASK.

Phone 675-4905



Consignor: KINNABER STOCK FARM (Gordon Bros.), Souris, Man.

**LOT 7—Smallflower Leader 4th, X-429973**

**Male**

Tattoo WDA 5A — Red Roan — Born May 12, 1969 — Bred by W. J. Small

Butte Lee Leader 52nd, X-422175 --- TPS Coronet Leader 21st, X-406273

Fairholm Flora 2nd, X-479983

Smallflower Cherry 5W, 568575 --- Norseman 6th, 361894

Knowe Head Cherry 17M, 490466

A son of Butte Lee Leader 52ndx, who is a full brother to the All-American, Butte Lee Flora 4thx, and the Champion Female at many Western Canadian shows in 1968, Butte Lee Flora 3rdx. This young herd sire has a lot of style and possesses many qualities looked for today in our modern day Shorthorns. He is backed up by many large cattle in his ancestry to give assurance of the size demanded today.

**CLASS 3—BULL BORN JULY 1 - Oct. 15, 1969**

Consignor: ZEPICK BROS., Kipling, Sask.

**LOT 10—Melvary Lancer Baron**

**Male**

Tattoo AGVT 31A — Red — Born Oct. 3, 1969 — Bred by Zepick Bros.

C F Lancer, X378669

Deltabee Lancer 20th, X-404523 --- Dark Roan, Cooper Farms

Roan, Mrs. F. G. Durnin --- Bonnie Dean, X-503857

Red, Mrs. F. G. Durnin

Heathwood Rodney 16th, 273714

Melvary Baroness Estelle ----- Red, White, F. Wotherspoon

Red, Zepick Bros., Kipling --- Treverbyn Baroness 3rd, 486160

Red, H. Ede

A growthy polled bull that could add improvement to many herds by the 100% dehorning sire, Deltabee Lancer 20th, grandson of the 1955 International Champion, Creekland Lancer. A half brother to this bull recently sold to Hart Farms, Waxahachie, Texas.

**CLASS 4—FEMALE BORN PREVIOUS TO JAN. 1, 1968**

Consignor: LORNE EDMONDSON, Oakville, Man.

**LOT 11—Bromelee T.P. Doris 4th, X-541167**

**Female**

Tattoo UFP 5T — Light Roan — Born May 2, 1962 — Bred by Lorne Edmondson

Thomas Perfect 60N, X-381105 ----- Carona Perfect, X-366529

Shirley Blythesome 6th, 423275

Bromelee S.L. Doris 2nd, X-510721 --- Sultan's Leader, X-372953

Bromelee R.N. Doris, X- 450778

Pasture bred after June 11, 1970 to Kodiak 5th, X-420558

Polled female calf at foot; Roan; Born March 23 1970; Sire, Kodiak 5th.

This is a good cow, a regular producer and sound in every way. Re-bred to the 100% dehorner, Kodiak 5th.



# Melvary Polled Shorthorns

INVITE YOU TO SEE THEIR ENTRIES AT  
THE MANITOBA POLLED SALE

For sale at the farm we offer half brothers to  
**MELVARY LEADER x**



MELVARY LEADER—Grand Champion at Saskatoon and Lloydminster Summer Exhibitions . . . Reserve Junior Champion at the Pacific National Exhibition . . . also first in his class at Regina, Edmonton and North Battleford.

Stop and See Our Cattle and Visit with Us Soon

YOU ARE ALWAYS WELCOME AT

*Melvary Farm*

ZEPICK BROS.

KIPLING, SASK.



Consignor: LLOYD M. HATCH, Oak Lake, Man.

**LOT 12—Pleasant Dawn Roberta 5th, X-564030**

**Female**

Tattoo ILU 16V — Red, White Marks — Born Dec. 22, 1964 — Bred by L. Hatch

Hi-Way Royal Oak, X-375109	-----	Riverside Banker, X-2294798
		Carona Mina 18th, X-2588817
Pleasant Dawn Roberta, X-431464		Torgerson's Collynie 2nd, X-332710
		Pleasant Dawn Evelyn, X-411999

Service date April 27, 1970; Sire, Kenmar Max 23A, X-428540

This is one of the few Hi-Way Royal Oak daughters we offered at auction. Look at the pedigree. Then come see this cow. You will see why Pleasant Dawn bulls are popular with Manitoba's purebred breeders. Bred to our junior herd sire, "Kenmar Max", a bull with today's high look and high R.O.P. on provincial test.

**CLASS 5— FEMALE BORN IN 1968**

Consignor: KEITH CROY and VAL KJERNISTED, Stonewall, Man.

**LOT 13—Daisy, X-580682**

**Female**

Tattoo FGY 27—Red, White Underline—Born Jan. 29, 1968—Bred by W. Wurster

Merry Kingston, X-403221	-----	Humberside Kingston, X-384396
White, A. J. Clark		Roan, E. Kee
		Jenny Lind 3J, X-451226
		Red Roan, A. J. Clark
		Eura Fascination 24N, X-384438
Red Rose, X-556622	-----	Duchess of Gloster 2nd, X-524794
Red, H. Wurster		Red, A. J. Clark

Service date, August 15, 1970; Sire, Weston Trademark 2nd, X-424575

Here is a heifer we are offering as a real sale attraction. Having acquired females from the Henry Wurster herd, we wish to add strength to the sale with two of them. These females trace back to A. J. Clark, who was breeding Polled Shorthorns which would be much in demand today. Larry Hart in Texas purchased two heifers from us from this herd. She is bred to Weston Trademark 2nd. The calves from Trademark and these cows are real eye poppers.

Consignor: E. H. ESAU, Elm Creek, Man.

**LOT 14—Ernmore Rhonda, X-588220**

**Female**

Tattoo WZZ 46Z — Dark Roan — Born July 10, 1968

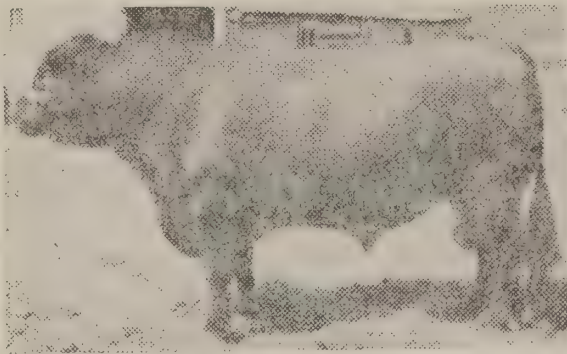
TPS Coronet Leader 27th X	-----	TPS Coronet Leader 14th X
		Vanity Queen 30th X
Bloomville Rhonda	-----	Killearn Welfare 3rd
		Glenhorn Girl 7th

Service date, July 1 - Sept. 1; Sire, Kenmar Samson 8Yx.

The only "T.P.S. 27th" daughter we have sold; they breed very well. Hart Farms in Texas bought a heifer out of a half sister. A good long with a clean poll. Bred to "Samson" — should be a good calf, see foot note on Samson in advertisement.



# Pleasant Dawn Farms



**Pleasant Dawn Approval**  
Senior Herd Sire with  
**Pleasant Dawn Royal Oak 7**

Snap at 3 years, 2140 lbs.  
4 years weight 2285 lbs.

Lots 2, 15 and 32 are sired  
by Approval



**Pleasant Dawn Mark**

at 24 months.

Sire: P.D. Approval

Mark was Supreme Cham-  
pion Shorthorn at Manitoba  
International Shorthorn Show  
in 1970, owned by H. E.  
Poole & Son, Kemnay.

## **Our Junior Herd Sire: KENMAR MAX 23A, X-428540**

was our choice of the Shorthorn Bulls on test at Douglas Test Station. Average daily gain was 3.34 lbs., indexing 104; weight-day-average gain 2.73, index 102. This upstanding, long bull, is out of Kenmar Minnie 4th, one of Harvey Fulton's best breeding females. His sire, Kinnaber Leader 9th, is a 100% dehorner. Our three females in this sale carry the service of Max 23A. All entries are on pasture, so are in just working condition.

CALL AT THE FARM AND SEE OUR HERD

## **Lloyd M. Hatch & Sons**

**OAK LAKE, MAN.**

**Phone 303-5**



Consignor: LLOYD M. HATCH, Oak Lake, Man.

**LOT 15—Pleasant Down Roma 31st, X-582529** **Female**

Tattoo ILU 51Z — Dark Red — Born July 22, 1968 — Bred by Lloyd M. Hatch

Pleasant Dawn Approval, X-416489	Pleasant Dawn Seal 2nd, X398754
	Apsi Lady Gretchen A, X-549023
Pleasant Dawn Roma 3rd, X-551222	Hi-Way Royal Oak, X375109
	Pleasant Dawn Willeen, X-485727

Exposed June 2 - August 8 1970; Sire, Kenmar Max 23A, X-428540

A good' young female from 28 years of home bred dams. Like all Approval daughters. She is long, sound and a good replacement Female. Her great grand dam was sold last fall carrying her 14th calf. Service sire's R.O.P. on our catalogue advertisement.

**CLASS 6—FEMALE BORN JAN. 1 - APRIL 20, 1969**

Consignor: C. S. THOMAS & SON, Hartney, Man.

**LOT 16—Thomas Pride 15A, X-586260** **Female**

Tattoo MUY 15A — Red — Born March 20, 1969 — Bred by C. S. Thomas & Son

Butte Lee Leaders 45th X	TPS Coronet Leader 21stX
	Butte Lee Pansy 3rd X
Thomas Max Pride 16V X	TPS Max Coronet 92nd X
	Barbee Pride 10S X

Pasture bred; Sire, Thomas Leader 46A.

This heifer has been in pasture with our top performing bull calf from last year's calf crop, which we retained for our own use.

Consignor: GEORGE COOPER & SONS, West Bend ,Sask.

**LOT 17—Silverleigh Nymph 4th, 590738** **Female**

Tattoo BAR 11A — Red — Born March 24, 1969 — Bred by George Cooper & Son

Pleasant Dawn Royal Ronald X-422001	Hi-Way Frontier X
	Pleasant Dawn Pansy
Silverleigh Nymph, 495895	Rothney Gaffer
	Silverleigh Harmonious

Exposed June, July, August; Sire, Butte Lee Apache 13th by Kodiak 2nd.

A strong, growthy heifer which should produce the kind of cattle in demand today. Apache 13th was one of the high gaining Shorthorns on test at Saskatoon this spring.

Consignor: ZEPICK BROS., Kipling, Sask.

**LOT 18—Melvary Glory Lynn, X-590034** **Female**

Tattoo AGVT 1A — Red Roan — Born March 7, 1969 — Bred by Zepick Bros.

	C F Lancer, X-378669
Deltabee Lancer 20T, X-404523	Dark Roan, Cooper Farms
Roan, Mrs. F. G. Durnin	Bonnie Dean, X-503857
	Red, Mrs. F. G. Durnin
	Coronet Max Leader, X-410275
Thomas Glory 80X, X-569903	Roan, L. W. Thieman
Red, C. S. Thomas & Son	Thomas Glory 3rd, 516977
	Red, C. S. Thomas & Son

Exposed July 12 to Oct. 20, 1970; Sire, Greenstar Leader 2Z, X-424829.





KINNABER LEADER 6th x

SENIOR HERD SIRE AT

*Thomas Farms*

CHRIS THOMAS

ROSS THOMAS

Phone 4 or 314-2, Hartney, Man.



Consignor: ZEPICK BROS., Kipling, Sask.

**LOT 19—Melvary Dora Lois, X-590036**

**Female**

Tattoo AGVT 3A — Red Roan — Born March 28, 1969 — Bred by Zepick Bros.

C F Lancer, X-378669

Deltabee Lancer 20T, X-404523 ..... Dark Roan, Cooper Farms

Roan, Mrs. F. G. Durnin Bonnie Dean, X-503857

Red, Mrs. F. G. Durnin

Saraguay Romulus 9th, X-404284

Hillhurst Romulus Dora 3X, X-571986 Roan, Mrs. W. C. Pittfield

Dark Roan, J. T. & E. J. Clark Hillhurst Dora Averne 4T, 539166

Red with White, J. & E. Clark

Exposed July 12 to Oct. 20, 1970; Sire, Greenstar Leader 2Z, X-424829.

Consignor: C. S. THOMAS & SON, Hartney, Man.

**LOT 20—Thomas Countess 56A, X-586274**

**Female**

Tattoo MUY 56A — Roan — Born April 1, 1969 — Bred by C. S. Thomas & Son

Kodiak 3rd X ..... TPS Coronet Leader 4th X

Graceful Mabel X

Superb Countess 3rd X ..... TPS Coronet Foresight 6th X

Superb Countess B X

Pasture bred; Sire, Thomas Leader 80A.

This is an outcross for most herds, being line-bred to Coronet Max Leader 3rd, who went to Scotland and New Zealand. She is bred to one of our choice of bulls with growth potential. None of our heifers will be brought out of pasture until after harvest, assuring natural fleshing only.

Consignor: KINNABER STOCK FARM (Gordon Bros.), Souris, Man.

**LOT 21—Candun Leader's Primrose 5A, X-590759**

**Female**

Tattoo WLJ 5A—Red white markings—Born April 5, 1969—Bred by Bob Duncan

TPS Coronet Leader 20th, X-416493 Coronet Max Leader, X-410275

Nonpareil Lady 138th, 2722353

Butte Lee Primrose 4th, X-555204 Butte Lee Titan, X-395711

Butte Lee Princess 32nd, X-502620

Her dam is from Butte Lee Titan X, the same line that produced us two Denver Champion females two years in a row. She is offered, bred to Pleasant Dawn Riverhurst X, the 100% dehorner who had a son sell for \$3,000.00 in the Brandon International. We recommend this female's breeding highly.



Consignor: KINNABER STOCK FARM (Gordon Bros.), Souris, Man.

**LOT 22—Candun Red Beauty** **Female**

Tattoo ALUJ 1A — Red — Born April 6, 1969 — Bred by W. J. Duncan

TPS Coronet Leader 20th X	Coronet Max Leader X
	Nonpareil Lady 138th
Remitall Silver Beauty	Remitall Frosty Consort
	Millhall Silver Beauty 2nd

This daughter of Leader 20th X is truly a foundation female. We purchased her from Bob Duncan for herd replacement to our herd, in the June Sale. In order to maintain this sale's reputation as being one of the best "Polled Shorthorn" consignment sales on the continent, we have agreed to put this female in this sale. Leader 20th X bred similar to Leader 21st X and has a fine reputation of breeding Polled Cattle especially females, being the sire of the Reserve Champion female at the 1969 Toronto Royal Winter Fair. Her dam is from a big, heavy milking cow from the Consort cattle, who did so very well for Remitall. Candun Red Beauty X is being offered bred to one of our new sires, the big solid red 100% dehorner Pleasant Dawn Riverhurst.

Consignor: C. S. THOMAS & SON, Hartney, Man.

**LOT 23—Thomas Lass 83A, X-586284** **Female**

Tattoo MUY 83A — Roan — Born April 9, 1969 — Bred by C. S. Thomas & Son

Butte Lee Leader 45th X	TPS Coronet Leader 21st X
	Butte Lee Pansey 3rd X
Thomas Galaxy Lass 103W X	TPS Coronet Galaxy 3rd X
	Thomas Perfect Lass 14P

Pasture bred; Sire, Thomas Leader 46A.

This heifer had a yearling index of 111, only one point less than our highest gaining heifer. Bred to our top indexing yearling bull. We believe this to be our most modern selection system.

Consignor: LORNE EDMONDSON, Oakville, Man.

**LOT 24—Bromelee K Ella, X-588896** **Female**

Tattoo UFP 10A — Red — Born April 15, 1969 — Bred by Lorne Edmondson

Kodiak 5th, X-420558	TPS Coronet Leader 4th, X-2966518
	Lou Bardo, X-2987360
Oakville T.P. Ella, X-530764	Thomas Perfect 60N, X-381105
	Oakville FA Ella, X-500578

The dam of this heifer produced the highest gaining Shorthorn bull at Douglas Test Station until this year at 3.50 lbs. per day. All my cattle are right off pasture without grain.

Consignor: KEITH CROY, Stonewall, Man.

**LOT 25—Good Hope Lady, X-588123**

**Female**

Tattoo KCC 32A — Red — Born April 16, 1969 — Bred by Wilbur Schrader

	Coronet Max Leader, X-410275
TPS Coronet Leader 61st, X-428878	Roan, L. W. Thieman
Dark Roan, L. W. Thieman	Rosewood Coronita 56th, 3115123
	Red, L. W. Thieman
	Sunny Acres Okion, 3101395
Sunny Acres Lady 4th, X-588120	Red, Herbert O. Sonju
Red, H. O. Sonju	Sunny Acres Lady 2nd, X-3078934
	Red, Herbert O. Sonju

This heifer was purchased in dam from Wilbur Schrader in North Dakota, where Val Kjernisted and I purchased the top females in his herd. Her dam has a top Leader 21st heifer calf on her this year. Leader 61st heifers have been continually topping the North Dakota polled sale.

**CLASS 7—FEMALE BORN APRIL 21 - JUNE 30, 1969**

Consignor: VAL KJERNISTED, Stonewall, Man.

**LOT 26—Stone-Oak Leader's Anne, X-587865**

**Female**

Tattoo AFAJ 10A — Red — Born April 26, 1969 — Bred by Wilbur Schrader

	Coronet Max Leader, X-410275
TPS Coronet Leader 61st	Roan, L. W. Thieman
Dark Roan, L. W. Thieman	Rosewood Coronita 56th, 3115123
	Red, L. W. Thieman
	Hi-Way President, X-402540
	Red, W. H. Larson
	Oaklynn Phyllis 3rd, X-479451
	Red, R. E. Wilson

This daughter of one of the larger cows of the breed is full sister to North Way Supreme in use on the herds of Wilbur Schrader and Wally Larson in North Dakota. Hi-Way President was used with success in the herds of Wilbur Schrader, Clyde, N.D., U.S.A., and Harvey Fulton at Birtle, Manitoba.

Consignor: LORNE EDMONDSON, Oakville, Man.

**LOT 27—Bromelee B Nonpareil, X-588899**

**Female**

Tattoo UFP 15A — Red — Born April 28, 1969 — Bred by Lorne Edmondson

	Thomas Perfect 60N, X-381105
Bromelee Perfect 15th, X-413216	Oakville Red S.L. Doris, X-510716
Glenkair Nonpareil Lady 13S	Rothney Impression, 362637
528668	Glenkair Nona, 453411

Another heifer right off grass and half sister to those that went to Hart Farms, Texas; Keith Legg, Willmar, Sask. and Harvey Fulton, Birtle.



## STONE-OAK POLLED SHORTHORNS



WESTON TRADEMARK 2nd

### SENIOR HERD SIRE

Sire of the \$2,400.00 for two-third interest, Good Hope Silver Prince, Grand Champion Shorthorn Steer at the Red River Exhibition, bred by Stone-Oak.

### JUNIOR HERD SIRE

Reserve Grand Champion at the Red River Exhibition, 1970



STONE-OAK LEADER

If you are interested in the service of the two above sires on our open heifers in the sale please contact us prior to the sale.

## Good Hope Farm

HELEN & KEITH CROY

Telephone 467-5623 — Stonewall

## Stone-Oak Shorthorns

BEV & VAL KJERNISTED

Telephone 467-2764 — Stonewall

Consignor: MORRIS SENKIW, Cromer, Man.

**LOT 28—Kelvindale Primrose, X-590190**

**Female**

**Tattoo EBT 2A — Red Roan — Born April 29, 1969 — Bred by Beattie Bros.**

Bonnyview White Commander, ..... H. D. Commander's Hero, X-414941  
X-419248

Kelvindale Donna May 2nd ..... Bonnyview Jewel 9U, 552258

542422 ..... Kelvindale Danny Boy, 394089  
Kelvindale Donna May, 466895

Service date June 16th, 1970; Sire, Pleasant Dawn Riverhurst 3rd, X-412693.

Only by request of the sale committee to help with entries, that I have decided to offer a top polled female safe in calf to a great bull. I purchased this heifer from the Beattie Bros. and promised them that she would stay in my herd. However, I hope she will be publicity for the Beatties and certainly be a credit to her sire, the 2150-lb. white "Bonnyview White Commander". Calves sired by Riverhurst 3rd were tough to beat at Regina this year.

Consignor: KINNABER STOCK FARM (Gordon Bros.), Souris, Man.

**LOT 29—Keebar Daisy Floss, X-587537**

**Female**

**Tattoo YJT 6A — Roan — Born April 30, 1969 — Bred by J. H. McKee**

Butte Lee Leader 63rd, X-422443 ..... TPS Coronet Leader 21st, X-460273

Butte Lee Flo, X-531835

Keebar Daisy Lou, 561016 ..... Ettrick Prince, 389474

Keebar Daisy Jo, 534739

Consignor: KINNABER STOCK FARM (Gordon Bros.), Souris, Man.

**LOT 30—Keebar Daisy Jean 2nd, X-587538**

**Female**

**Tattoo YJT 7A — Light Roan — Born May 4, 1969 — Bred by J. H. McKee**

Butte Lee Leader 63rd, X-422443 ..... TPS Coronet Leader 21st, X-406273

Butte Lee Flo, X-531835

Keebar Daisy Jean, 566992 ..... Jutina Baron, 406892

Keebar Silver Daisy Mae, 543175

These two daughters, lots 29 and 30, of "Butte Lee Leader 63rd" X "Tiny Tim" are offered as a special sale attraction. "Tiny Tim" has proved himself to be a sire of big, very rugged, fast growing cattle. His get stood third at the National Show at Brandon, to the get of his famous sire "Leader 21stx" and his half brother Kinnaber Leader 5thx, "Mr. Modern". "Tiny Tim" was the biggest Shorthorn bull shown at the U.S. and Canadian shows in 1969, weighing 1810 at two years and over a ton at 30 months. He was Grand Champion at the 1969 Winnipeg, Brandon and Saskatoon Exhibitions. To add to these two females' value they are being offered bred to Kinnaber Mr. Thiemman X, acclaimed as the greatest son to date of Leader 21stx, or to our new outcross bull "Colossals Image". They'll be bred by sale time. Here is your opportunity to buy foundation Polled females of the best breeding available today at moderate prices, bred to possibly two of the best young herd sires available in Polled Shorthorn today.



Consignor: E. H. ESAU, Elm Creek, Man.

**LOT 31—Kirkbride Lovina 6A, (pending)**

**Female**

Tattoo LLH 6A — Roan — Born May 5, 1969 — Bred by Sigurdson Bros.

Thomas Leader 21Y X .....	Coronet Max Leader X
	Hi Home June X
Kirkbride Lovina 25 X .....	Kelburn Secret Agent
	Kirkbride Lovina

A good polled heifer by the Thomas bull, whose bloodlines needs no introduction, and out of a good performance tested cow of Sid Coulthart, whose cows have one of the best records, if not the best, in Manitoba for rate of gain. Should make a good replacement.

Consignor: LLOYD M. HATCH, Oak Lake, Man.

**LOT 32—Pleasant Dawn Willen Bee 3rd, X-588456**

**Female**

Tattoo ILU 60A — Red Roan — Born May 11, 1969 — Bred by Lloyd M. Hatch

Pleasant Dawn Approval, X-416489	Pleasant Dawn Seal 2nd, X-398754
	Apsi Lady Gretchen A, X-549023
Pleasant Dawn Willen Bee, .....	Hi-Way Frontier, X-411442
X-570701	Pleasant Dawn Willen 20th,

Service date August 8, 1970; Sire, Kenmar Max 23A, X-428540.

A direct decendent from our first polled females, 1942. This heifer is well grown, and dams are excellent milkers. Service sire has a rate of grain of 3.34 and wt./day of age of 2.73 lbs.; was fifth high gainer at Manitoba Test Station, 1970. Full details on our catalogue advt.

Consignor: E. H. ESAU, Elm Creek, Man.

**LOT 33—Kirkbride Paullet X**

**Female**

Tattoo LLH 5A — Roan — Born May 20, 1969 — Bred by Sigurdson Bros.

Thomas Leader 21Y .....	Coronet Max Leader X
	Hi Home June X
Kirkbride Paula 2nd .....	Balrossie Valiant Mercury
	Kirkbride Paula

Another good roan polled heifer we should keep, but due to my health I have to reduce numbers, otherwise we'd keep these polled heifers out of Sid Coulthart's cows.

Consignor: ZEPICK BROS., Kipling, Sask.

**LOT 34—Sunny Bar Queen 2A, X-588698**

**Female**

Tattoo BPL 2A — Dark Red — Born May 25, 1969 — Bred by H. J. Kidd

Thorncliffe Leader 53Y, X-424116 —  
Red, H. J. Morton

TPS Coronet Leader 27th, X-411767

**Dark Roan, L. W. Thieman**

Thorncliffe Blythesome 8P, -512186

Red, H. J. Morton

D'n Eden Gloster Leader 17S,

Sunny Bar Lavender 4th, -557842 —  
Red, H. J. Kidd

Dark Roan, W. M. Morton

Skagacres Lavender 14K, X-469021

Red, S. Goodman

Exposed July 12 to Oct. 20, 1970; Sire, Greenstar Leader 2Z, X-424829

Consignor: E. H. ESAU, Elm Creek, Man.

**LOT 35—Kirkbride Annette 2A-x**

**Female**

Tattoo LLH 2A — White — Born June 10, 1969 — Bred by Sigurdson Bros.

Thomas Leader 21Y —————  
C. S. Thomas

Coronet Max Leader X

H. Thieman

Hi Home June X

Kirkbride Annie V —————  
S. Coulthard

Kembar Bruce

C. Kirkpatrick

Kirkbride Annie

S. Coulthard

Unfortunately this heifer lost her mother shortly after birth, so was pail fed and does not look as good as she could, but her mother was another top line for performance for Sid Coulthard. Given feed and time this heifer is good.

Consignor: VAL KJERNISTED, Stonewall

**LOT 36—Stone-Oak Leader's Lady, X-587866**

**Female**

Tattoo AFAJ 11A — White — Born June 25, 1969 — Bred by V. B. Kjernisted

TPS Coronet Leader 21st, X-406273  
White, L. W. Thieman

Coronet Max Leader, X-2887446

Roan, L. W. Thieman

Nonpareil Lady 163rd, 2906288

Red, C. Todd

Lady Lavender 2nd, X-543147  
White, D. H. Bain

Fascination C.N. 4th, X-380260

Red Roan, A. J. Clark

Lavender Lady, 428640

Red, C. E. Hayles

Because we want to support the sale with one of our best, we offer this Leader 21st daughter as a real sale attraction. Her dam is a good one and we still have two of her daughters and the old "Lady" is rebred to Stone-Oak Leader-x, our junior herd sire. This also helped us decide to allow this heifer to be sold. Fascination CN 4th was bred by A. J. "Jim" Clark, a man who was 20 years ahead of a lot of us in his appraisal of what the Shorthorn breed should look like.





**"CAPTAIN BIG" - 2,400-lb. Herd Sire**

**"Captain Big" assisted by ton plus Polled Sire KENMAR  
SAMSON 8Y by Pleasant Dawn Seal 2nd.**

Harvey Fulton said this was one of the top bulls he ever raised when we bought him and now I'll have to agree with him. A bull with ton-plus size . . . but most important, one of the best quartered and heavy boned Polled Bulls around to-day. Everyone who has seen him agrees. He is certainly crossing well on "Captain Big's" daughters.

Hart Farms selected nine yearling heifers and most of them were this cross.

These heifers are all open except one that is bred to him, but we'll take the others home if buyer wishes and breed them, as they are a little young.

If you want extra size, polled or horned, write or see us later  
this fall and watch Douglas Test Station

# Ernmore Shorthorns

E. H. ESAU

ELM CREEK, MAN.

## CLASS 8—FEMALE BORN AUGUST 1 - SEPT. 15, 1969

Consignor: VAL KJERNISTED and KEITH CROY, Stonewall, Man.

### LOT 37—"Betty", X-590960

Female

Tattoo FGY 5A — Red — Born August 7, 1969 — Bred by Henry Wurster

Marshal, X-422422 ..... Merry Kingston, X-403221

H. Wurster

White, A. J. Clark

Red Ruby, X-552322

Wild Pansy, X-576052 .....

H. Wurster

Merry Kingston X-403221

White, A. J. Clark

Duchess of Gloster 2nd, X-524794

Service date August 23, 1970; Sire, Weston Trademark 2nd, X-424575.

Another Wurster heifer bred to Weston Trademark 2nd, our senior herd sire by TPS Coronet Leader 21st. This heifer is bred young but has sufficient size to warrant service at this date. Don't overlook her possibilities.

Consignor: MRS. JOAN ZEPICK, Kipling Sask.

### LOT 38—Flora Anita 1A, X-588131

Female

Tattoo AGMT 1A — Red — Born August 31, 1969 — Bred by Mrs. Joan Zepick

Deltabee Lancer 20T, X-404523 .....

Roan, Mrs. F. G. Durnin

C F Lancer, X-378669

Dark Roan, Cooper Farms

Bonnie Dean, X-503857

Red, Mrs. F. G. Durnin

Coronet Max Leader, X-410275

Thomas Flora 20Y, X-575684 .....

Roan, C. S. Thomas & Son

Roan, L. W. Thieman

Thomas Dazzling Flora, -491318

Red (W-M) C. S. Thomas & Son

Consignor: VAL KJERNISTED, Stonewall, Man.

### LOT 39—Balrossie Leader's Secret B, X-588125

Female

Tattoo FSH 15A — Roan — Born Sept. 3, 1969 — Bred by John Inkster

TPS Coronet Leader 21st, X-406273

White, L. W. Thieman

Coronet Max Leader, X-2887446

Roan, L. W. Thieman

Nonpareil Lady 163rd, 2906288

Balrossie Secret B, 570659 .....

Red, J. Inkster

Searle Permit Licu 239U, 409320

Red, Searle Farms

Searle Secret B 11th, 436088

Red, Searle Farms

It seems fitting that the last female bred by the late John Inkster of Balmoral, Manitoba, should have been a Leader 21st daughter, because it is an indication of his modern thinking and foresight. Secret B is young so don't overlook her possibilities. She had a poor start as her dam was milking on only two teats or she would have that extra size exhibited by Leader 21st daughters.





CLASS 1—Bull born in 1968:

1st ..... 2nd ..... 3rd .....

CLASS 2—Bull born Jan. 1 - June 30, 1969:

1st ..... 2nd ..... 3rd .....

CLASS 3—Bull born July 1 - Oct. 15, 1969:

1st ..... 2nd ..... 3rd .....

CLASS 4—Female born previous to Jan. 1, 1968:

1st ..... 2nd ..... 3rd .....

CLASS 5—Female born in 1968:

1st ..... 2nd ..... 3rd .....

CLASS 6—Female born Jan. 1 - April 20, 1969:

1st ..... 2nd ..... 3rd .....

CLASS 7—Female born April 21 - June 30, 1969:

1st ..... 2nd ..... 3rd .....

CLASS 8—Female born August 1 - Sept. 15, 1969:

1st ..... 2nd ..... 3rd .....

Champion Bull: .....

Reserve Champion Bull .....

Champion Female: .....

Reserve Champion Female .....

Printed in Canada by Souris Plaindealer, Souris, Manitoba









MANITOBA & SASKATCHEWAN  
POLLED SHORTHORN  
BREEDERS

# Opportunity Sale and Show

Please bring this Catalogue with you to the  
SALE AT BRANDON, FRIDAY,  
OCTOBER 23rd, 1970

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